

DTLA LIFE™

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**REAL ESTATE: 10 YEARS IN DTLA
GET URBAN INITIATIVE
WHAT'S UP DOWNTOWN?
WITH HAL BASTIAN
DOG DAY AFTERNOON
LIFESTYLE | ART | DESIGN | FASHION
WALLPAPER IS BACK
BAHIA GOLD
WE'VE GOT YOUR NUMBER
TRAVEL: ESCAPE TO CHICAGO**

GET URB





by Alex LiMandri

The Downtown Center Business Improvement District [DCBID] held their fourth “GET URBAN” tour on June 25th continuing their efforts to recruit tech and creative companies to Downtown Los Angeles.

Carol Schatz, President and CEO of the DCBID and other members guided attendees through Vixlet [social networking app innovation company] at the Gas Company Tower, Steinberg Architects [Sculpt Space and Shape Life is their mission] at PacMutual and Oblong Industries [a technology company], and concluded the event with a showcase reception at The Reef [Innovative facilities for all types of creators] on Broadway, giving guests the opportunity to experience the numerous collaborative work spaces within downtown's amenity-rich urban culture.

Although the primary objective of GET URBAN is to attract tech and other creative industries to Downtown Los Angeles, guests of each tour thus far have had backgrounds in multiple fields. Attendees included media, brokers from all areas of Los Angeles, as well as tenants in the tech, creative and professional services industries.

“What has made GET URBAN such a success is that the program allows attendees to experience first hand the cutting-edge workspaces offered in downtown,” notes Schatz. “The spaces shown on the tours are designed to attract and retain creative talent, while maximizing productivity and innovation.”

In past tours, members of the DCBID have taken guests through The Bloc, IndieDesk, DesignHive by Brookfield, Liner Law, IBI Group, Broadway Arts Tower, Arquitectonica, NationBuilder, Rhubarb Studios, OUE and One California Plaza, with concluding showcase receptions at CBRE Headquarters and LBA's Steelcase Worklife LA.

Tours will continue on a monthly basis, occurring on the fourth Thursday of each month. Scheduled from 2:00 p.m.-5:00 p.m., the tours are complimentary but reservations are required. Go to downtownla.com/GetUrban to reserve a space.

For more information, visit www.downtownla.com.

The BCBID provides a Downtown Quarterly Market Report that you can review at the end of this issue.

ABOUT THE DOWNTOWN CENTER BUSINESS IMPROVEMENT DISTRICT (DCBID): The Downtown Center Business Improvement District (DCBID) has been the catalyst in Downtown Los Angeles' transformation into a vibrant 24/7 neighborhood. A coalition of approximately 1,700 property owners in the central business district, the DCBID members are united in their commitment to enhance the quality of life in Downtown Los Angeles. Bounded by the Harbor Freeway to the west, First Street to the north, Main and Hill streets to the east, and Olympic Boulevard to the south, the organization helps the 65-block central business district achieve its full potential as a great place to live, work, and play. For more than 15 years, the DCBID's programs and initiatives have been the driving force behind the Downtown Los Angeles Renaissance. Now universally recognized as one of the nation's most dynamic urban centers, downtown Los Angeles was recently heralded as “The Next Great American City” by GQ Magazine and listed as Number 5 in The New York Times’ “52 Places to Go in 2014.”



DOG DAY A

AFTERNOON

Downtown LA residents and their dogs were invited to the 9th Annual Dog Day Afternoon at the Cathedral of Our Lady of the Angels on Wednesday, July 8th in Downtown LA. This community-building event for Downtown residents and their dogs was a great way to meet and mingle with downtown neighbors, listen to music, and enjoy the iconic setting of the plaza of the Cathedral while we celebrated our four-legged friends! Each year the crowd is getting bigger and dogs of all faiths are enjoying having fun and spending time together.

**For more information,
visit www.downtownla.com.**





Photo Courtesy of DCBID